



Order ID: 80142 UN NTL-POL FBD - LBD: 10/08/12 - 11/05/12 HL#: Created: 08/22/12 01:34 PM Agency Commission: 15 % Updated: LINK on 08/22/12 04:15 PM Client: MIKE FITZPATRICK FOR... CPE: //2407 Agency: STRATEGIC MEDIA PLACEMENT **UNCONFIRMED** Product: M FITZPATRICK EST#2407 Self :20:00 **PRINT REQUIRED** Buyer: WHITNEY EVERSOLE **HHOLDS** DMA RTG Sched. Code: Z Demo: AE: JOHN LINK POL.-GWTS-PH Billing Int: Monthly BM: SS WPVI: 0% WCAU: 0% WTXF: 0% WPHL: 0% WPSG: 0% WPPX: 0% WGTW: 0% CABLE: 0% NEW ORDER CHG/PH 08/22/12 Item Time Class NR A/G Dur SC Self Pr Eligible Days Break Type Sales Catg **HHOLDS** Rate Spots Total M T W T F * * NEWS 001 AMSUNRISE 30 0.0 \$405.00 \$5,265.00 CDR FBD LBD Oct 08 Oct 15 Oct 22 10/08/12 11/02/12 3 Dur SC Self Pr Sales Catg Total NR A/G Item Time Class Eligible Days Break Type HHOLDS Rate Spots M * * * * * NEWS 002 AMSUNRISE 30 \$405.00 \$405.00 00 CDR FBD LBD Nov 05 11/05/12 11/05/12 NR A/G Dur SC Self Pr Sales Catg **HHOLDS** Rate Spots Total Item Time Class Eligible Days Break Type 003 AMLOCAL1 M T W T F * * NEWS 0.0 \$810.00 \$8,910.00 CDR FBD LBD Oct 08 Oct 15 Oct 22 Oct 29 11/02/12 3 3 3 10/08/12 2 Dur SC Self Pr Sales Catg HHOLDS Rate Spots Total NR A/G Item Time Class Eligible Days Break Type M * * * * * NEWS \$810.00 \$810.00 004 AMLOCAL1 0.0 CDR FBD LBD Nov 05 11/05/12 11/05/12 1 Dur SC Self Pr Sales Catg Total NR A/G Item Time Class Eligible Days Break Type **HHOLDS** Rate Spots * * * * * * S MORN 005 A WCBSSUN 0.0 \$1,440.00 \$4,320.00 CDR FBD Oct 08 Oct 15 Oct 22 Oct 29 LBD 11/04/12 1 10/14/12 Item Time Class Eligible Days Break Type Dur SC Self Pr Sales Catg **HHOLDS** Rate Spots Total NR A/G * * * * * * S MORN 006 AWFACE 0.0 \$1,800.00 \$3,600.00 CDR FBD LBD Oct 15 Oct 22 Oct 29 10/21/12 11/04/12

NR A/G

S TELEVISION STATIONS

HL#: Created: 08/22/12 01:34 PM Order ID: 80142 UN NTL-POL FBD - LBD: 10/08/12 - 11/05/12

MIKE FITZPATRICK FOR ... CPE: //2407 Agency Commission: 15 % Updated: LINK on 08/22/12 04:15 PM Client:

Agency: STRATEGIC MEDIA PLACEMENT M.FITZPATRICK EST#2407 Self :20:00 **UNCONFIRMED** Product: **PRINT REQUIRED** **HHOLDS** Sched. Code: Z WHITNEY EVERSOLE Demo: DMA RTG Buyer:

Billing Int: Monthly BM: SS JOHN LINK POL.-GWTS-PH AE:

WPSG: 0% WPPX: 0% WGTW: 0% CABLE: 0% WTXF: 0% WPHL: 0% Share: 0% WPVI: 0% WCAU: 0%

Total Dur SC Self Pr Sales Catg Rate Spots Time Class Eligible Days Break Type **HHOLDS** MTWTF * * 0.0 \$900.00 10 \$9,000.00 007 ADPRICE 30

CDR

FBD Oct 08 Oct 15 Oct 22 Oct 29 10/08/12 11/02/12 2 2 3 3

Rate Spots Total NR A/G Dur SC Self Pr Sales Catg **HHOLDS** Break Type Item Time Class Eligible Days \$900.00 M * * * * * DAY 0.0 \$900.00 30 008 A DPRICE

CDR

FBD LBD Nov 05 11/05/12 11/05/12 1

NR A/G Dur SC Self Pr Sales Catg **HHOLDS** Rate Spots Total Eligible Days Break Type Time Class M T W T F * * NEWS \$765.00 12 \$9,180.00 009 A ENEWS5PM 30

CDR

FBD **LBD** Oct 15 Oct 22 Oct 29 10/15/12 11/02/12 4

NR A/G Dur SC Self Pr Sales Catg **HHOLDS** Rate Spots Total Time Class Eligible Days Break Type Item \$1,440.00 MTWTF * * NEWS \$17,280.00 011 A NEARLYMF 30 0.0

CDR

Oct 08 Oct 29 FBD Oct 15 Oct 22 LBD 3 10/08/12 11/02/12

NR A/G Total Dur SC Self Pr Rate Spots Time Class Eligible Days Break Type Sales Catg **HHOLDS** Item

0.0

\$1,440.00

012 A NEARLYMF CDR

> FBD LBD Nov 05 11/05/12 11/05/12

NR A/G Break Type Dur SC Self Pr Sales Catg **HHOLDS** Rate Spots Total Time Class Eligible Days 30 0.0 \$2,700.00 \$40,500.00 M T W T F S S NEWS

CDR

013 ANLATE

Oct 22 Oct 29 FBD LBD Oct 08 Oct 15 10/08/12 11/04/12 4 4

\$1,440.00

Order ID: 80142 UN NTL-POL FBD - LBD: 10/08/12 - 11/05/12

HL#:

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Client: MIKE FITZPATRICK FOR...

CPE: //2407

Agency Commission: 15 % Updated: LINK on 08/22/12 04:15 PM

Agency: STRATEGIC MEDIA PLACEMENT Product: M.FITZPATRICK EST#2407 **UNCONFIRMED** Self :20:00 WHITNEY EVERSOLE **HHOLDS** Sched. Code: Z Buyer: Demo: DMA RTG

PRINT REQUIRED

AE: JOHN LINK POL.-GWTS-PH Billing Int: Monthly BM: SS WPVI: 0% WCAU: 0% WTXF: 0% WPHL: 0% Share: 0% WPSG: 0% WPPX: 0%

WGTW: 0% CABLE: 0%

Item Time Class Dur SC Self Pr Eligible Days Break Type Sales Catg **HHOLDS** Rate Spots Total NR A/G M * * * * * NEWS 014 ANLATE 30 0.0 \$2,700.00 \$2,700.00

CDR

FBD LBD Nov 05 11/05/12 11/05/12 1

Item Time Class Dur SC Self Pr Sales Catg Eligible Days Break Type NR A/G HHOLDS Rate Spots Total 015 A PSIXTY * * * * * * S REGP 30 0.0 \$13,500.00 1 \$13,500.00

CDR

FBD LBD Oct 15 10/21/12 10/21/12 1

Dur SC Self Pr Sales Catg NR A/G Item Time Class Eligible Days Break Type **HHOLDS** Rate Spots Total 016 A PSIXTY * * * * * * S REGP 30 0.0 \$18,000.00 \$18,000.00

CDR

FBD LBD Oct 29 11/04/12 11/04/12 1

Item Time Class Eligible Days Break Type Dur SC Self Pr Sales Catg **HHOLDS** Rate Spots Total NR A/G * * W * * * * REGP 017 APCSIWE3 30 \$6,750.00 0.0 \$6,750.00

CDR

FBD LBD Oct 29 10/31/12 10/31/12

NR A/G Dur SC Self Pr Sales Catg Item Time Class Eligible Days Break Type **HHOLDS** Rate Spots Total S NFL 018 ASNFL2ND \$16,200.00 \$16,200.00

CDR

FBD LBD Oct 15 10/21/12 10/21/12

Item Time Class Eligible Days Break Type Dur SC Self Pr Sales Catg **HHOLDS** Rate Spots Total NR A/G * * * * * * S NFL 019 ASNFL2ND 30 0.0 \$18,000.00 \$18,000.00

CDR

FBD LBD Oct 29 11/04/12 11/04/12





KYW-TV

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FBD - LBD: 10/08/12 - 11/05/12

HL#:

08/22/12 01:34 PM Created:

MIKE FITZPATRICK FOR...

CPE:

Demo:

/ / 2407

Product: M.FITZPATRICK EST#2407

Agency Commission: 15 % Updated: LINK on 08/22/12 04:15 PM

Agency: STRATEGIC MEDIA PLACEMENT Buyer: WHITNEY EVERSOLE

DMA RTG

Self :20:00

UNCONFIRMED

AE: JOHN LINK POL.-GWTS-PH

HHOLDS

Sched. Code: Z

PRINT REQUIRED Billing Int: Monthly

BM: SS

Share: 0%

08/23/2012 08:48:22

WPVI: 0% WCAU: 0%

WTXF: 0%

WPHL: 0%

WPSG: 0% WPPX: 0%

WGTW: 0%

CABLE: 0%

Order Totals						
Order Section	Confirmed Quantity	Revised Quantity	Confirmed Total		Revised Total	
			Gross Amt	Net Amt	Gross Amt	Net Amt
Spot Buy Lines	0	88	\$0.00	\$0.00	\$176,760.00	\$150,246.00
Installments	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Ancillary Buy Lines	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Order Totals:			\$0.00	\$0.00	\$176,760.00	\$150,246.00